

References

- Keynes, J.M., *The General Theory of Employment, Interest and Money* (London: Macmillan, 1940).
- Kolb, Burton A., *Principles of Financial Management*, (Texas: Buxton Publishers, 1983).
- Levy, H., and M. Sarnat, *Portfolio and Investment Selection; Theory and Practice*, 2nd ed., (London : Prentice Hall, 1970).
- Lintner, J.M. "Security Prices and Risk" , a talk given at Conference of Regular Utilities, Chicago, January, 1965.
- Markowitz, H.M. Portfolio Selection, *Journal of Finance*, March 1952.
- Markowitz H.M. and J.Tobin, "Liquidity Preferences and Behaviour Towards Risk", *Review of Economic Studies*, February, 1958.
- Modigliani, F., and G.A. Pogue, "An Introduction to Risk and Return", *Financial Analysis Journal*, March -April, 1974.
- Pinches, George E., *Essentials of Financial Management*, (London: Harper and Row, 1984).
- Steers, Richard M., George R. Ungson and R. T. Mowday, *Managing Effective Organizations*, (Boston: Kent Publishing Co., 1985).
- Sharpe, W.F., "Capital Asset Pricing: A Theory of Market Equilibrium", *Journal of Finance*, September, 1964.
- Thompson, A and A.J. Strickland, *Strategic Management*, (Homewood: Richard D. Irwin, November, 1987).

	Conclusion

Within the
strategic
framework

Outside the
strategic
framework